

INTERACTIVE PRODUCT SELECTOR WITH FUZZY LOGIC ENGINE

ABSTRACT

Methods and systems for a fuzzy logic engine (FLE) for an interactive product selector. In an embodiment, the interactive product selector provides a user with purchase decision questions (PDQs) regarding a product/service specified by the user. The PDQs can attempt to measure the user's product/service requirements. In an embodiment, the PDQs can be presented in radio button or check-box format, and as the user selects different options within the radio button or check-box PDQs, information is provided to the user and the options are recorded or otherwise tracked by the FLE. The FLE computes individual fuzzy sets for the PDQs according to the user's option chronology, and assigns membership grades to individual options. In an embodiment, the individual membership grades are associated with products/services based on feature, scaled, and thereafter averaged to compute a master fuzzy membership grade for a product/service. Higher master fuzzy membership grades can indicate a product/service more closely related to the user's requirements. The user can be presented with

